

ORDER

**KSNV**

Orders
Order / Rev: 108182
Alt Order #: 06866919
Product Desc: D.TARKANIAN FOR CONG
Estimate:
Flight Dates: 10/24/12 - 11/06/12
Original Date / Rev: 10/23/12 / 11/12/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Sandler-Innocenzi, Inc.
Buying Contact:
Billing Contact:
 705 Prince St.
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Tarkanian for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	28	\$17,275.00	\$14,683.75
10/29/12	11/06/12	58	\$42,100.00	\$35,785.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$17,275.00	\$14,683.75	0.00
November 2012	58	\$42,100.00	\$35,785.00	0.00
Totals	86	\$59,375.00	\$50,468.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	25%	\$59,375.00
Market	100%	\$237,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$71,250.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$59,375.00
KTUD	1%	\$2,375.00
KVVU	15%	\$35,625.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$9,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	11/06/12	Wake Up Early w/ Wagner	CM	430a-5a	MTWT---	:30	5	\$100.002		0.00	NM	4	\$400.00
WAKE W/WAGNER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	11/06/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	MTWT---	:30	5	\$100.00	2	0.00	NM	4	\$400.00
WAKE W/WAGNER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MTWT---	5		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/24/12-10/30/12		Wake Up Early w/ Wagners		430a-5a	MTWTh-----	:30		(\$100.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/24/12-10/30/12		Wake Up Early w/ Wagners		430a-5a	MTWTh-----	:30		(\$100.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
Week:		10/31/12	11/06/12	MTWT---	5		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	KSNV	10/31/12-11/06/12		Wake Up Early w/ Wagners		430a-5a	MTWTh-----	:30		(\$100.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
7	KSNV	10/31/12-11/06/12		Wake Up Early w/ Wagners		430a-5a	MTWTh-----	:30		(\$100.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
8	KSNV	10/31/12-11/06/12		Wake Up Early w/ Wagners		430a-5a	MTWTh-----	:30		(\$100.00)		0.00	NM		
Unresolved															
[NA RUNS AFTER POLLS CLOSE]															
10	KSNV	10/31/12-11/06/12		Wake Up Early w/ Wagners		430a-5a	MTWTh-----	:30		(\$100.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 2	KSNV	10/24/12	11/06/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	3	\$450.00	1	0.00	NM	6	\$2,700.00
WAKE W/WAGNER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MTWTF--	3		\$450.00		0.00						
Week:		10/31/12	11/06/12	MTWTF--	3		\$450.00		0.00						
E 3	KSNV	10/24/12	11/06/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	8	\$5,600.00
WAKE W/WAGNER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MTWTF--	4		\$700.00		0.00						
Week:		10/31/12	11/06/12	MTWTF--	4		\$700.00		0.00						
E 4	KSNV	10/24/12	11/06/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$900.00	1	0.00	NM	8	\$7,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MTWTF--	4		\$900.00		0.00						
Week:		10/31/12	11/06/12	MTWTF--	4		\$900.00		0.00						
E 5	KSNV	10/24/12	11/06/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$325.00	1	0.00	NM	4	\$1,300.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MTWTF--	2		\$325.00		0.00						
Week:		10/31/12	11/06/12	MTWTF--	2		\$325.00		0.00						
E 6	KSNV	10/24/12	11/06/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MTWTF--	2		\$425.00		0.00						
Week:		10/31/12	11/06/12	MTWTF--	2		\$425.00		0.00						
E 7	KSNV	10/24/12	11/06/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.00	1	0.00	NM	6	\$1,950.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MTWTF--	3		\$325.00		0.00						
Week:		10/31/12	11/06/12	MTWTF--	3		\$325.00		0.00						

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E 8	KSNV	10/24/12	11/06/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$725.00	1	0.00	NM	9	\$6,525.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/12	10/30/12	MTWTF--		5				\$725.00		0.00			
	Week:	10/31/12	11/06/12	MTWTF--		5				\$725.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
10	KSNV	10/31/12-11/06/12		NEWS 3 at 4 (1 HOUR)		4-5pm	(4:30 PM-5:00 PM)MTWThF----	:30		(\$725.00)		0.00	NM		
Unresolved [PGMC HG = NBC NEWS SPECIAL ELECTION COVERAGE]															
E 9	KSNV	10/24/12	11/06/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	6	\$7,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/12	10/30/12	MTWTF--		3				\$1,200.00		0.00			
	Week:	10/31/12	11/06/12	MTWTF--		3				\$1,200.00		0.00			
E 10	KSNV	10/24/12	11/06/12	Ralston Reports FacetoFace/Ralston Report	CM	730-758pm	MTWTF--	:30	5	\$900.00	1	0.00	NM	9	\$8,100.00
RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/12	10/30/12	MTWTF--		5				\$900.00		0.00			
	Week:	10/31/12	11/06/12	MTWTF--		5				\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
8	KSNV	10/31/12-11/06/12		Ralston Reports		730-758pm	MTWThF----	:30		(\$900.00)		0.00	NM		
Unresolved [PGM CHG = NBC NEWS SPECIAL ELECTION COVERAGE]															
E 11	KSNV	10/24/12	11/06/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	4	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/12	10/30/12	MTWTF--		2				\$1,200.00		0.00			
	Week:	10/31/12	11/06/12	MTWTF--		2				\$1,200.00		0.00			
E 12	KSNV	10/27/12	11/03/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$225.00	2	0.00	NM	2	\$450.00
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$225.00		0.00			
	Week:	10/29/12	11/04/12	-----S-		1				\$225.00		0.00			
E 13	KSNV	10/27/12	11/04/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	1	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----SS		1				\$1,100.00		0.00			
	Week:	10/29/12	11/04/12	-----SS		1				\$1,100.00		0.00			
E 14	KSNV	10/27/12	11/03/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	2	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$350.00		0.00			
	Week:	10/29/12	11/04/12	-----S-		1				\$350.00		0.00			
E 15	KSNV	10/27/12	11/03/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	2	\$1,250.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$625.00		0.00			
	Week:	10/29/12	11/04/12	-----S-		1				\$625.00		0.00			
E 16	KSNV	10/27/12	11/03/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$500.00		0.00			
	Week:	10/29/12	11/04/12	-----S-		1				\$500.00		0.00			

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E 17	KSNV	10/28/12	11/04/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	2	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week: 10/22/12	10/22/12	10/28/12	-----S		1		\$350.00		0.00					
	Week: 10/29/12	10/29/12	11/04/12	-----S		1		\$350.00		0.00					
E 18	KSNV	10/24/12	11/06/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MTWTF--	:30	2	\$1,300.00	1	0.00	NM	4	\$5,200.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week: 10/24/12	10/24/12	10/30/12	MTWTF--		2		\$1,300.00		0.00					
	Week: 10/31/12	10/31/12	11/06/12	MTWTF--		2		\$1,300.00		0.00					
E 19	KSNV	10/28/12	11/04/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	2	\$400.00
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week: 10/22/12	10/22/12	10/28/12	-----S		1		\$200.00		0.00					
	Week: 10/29/12	10/29/12	11/04/12	-----S		1		\$200.00		0.00					
													Totals	86	\$59,375.00